ABSTRACT OF THE DISCLOSURE

In coding image information, first, the whole image information subjected to coding is quantized and coded to extract feature information, as preparation of actual coding. When the feature information of the image information is obtained by quantizing and coding as preparation, a coding quantity predicting process for determining a proper quantizing factor by utilizing the feature information is executed. The feature information is information for indicating an information quantity according to image information contents subjected to coding. By determining the quantizing factor based on the feature information, the proper quantizing factor can be obtained in coding the image information. The coding quantity predicting process can be executed repeatedly until the proper quantizing factor is obtained. When the proper quantizing factor is obtained, an actual coding process is executed. Namely, by utilizing the proper quantizing factor obtained in the coding quantity predicting process, the image information is coded, and a result thereof is output as coded output data.